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13 – 16 September 2011
ExCeL London dsei.co.uk



Defence Systems and Equipment International (DSEi) Exhibition

**September 13-16, 2011
ExCel Center, London Docklands**

Welcome Packet

U.S. Office of Defense Cooperation
London, UK

Welcome

September 138, 2011

MEMORANDUM FOR OFFICIAL U.S. DELEGATION TO DSEi 2011

1. As the on-scene commander, I would like to welcome you to DSEi 2011. DSEi's truly comprehensive scale makes attendance a must for everyone in the defence, security and military aerospace community. Visitors come from UK and all over the world to experience first-hand the latest land, air and sea capabilities of more than 1,350 companies from 40 countries over four packed business day. Some of the countries represented include: United States, United Kingdom, India, France, Turkey Israel, and others.

DSEi is the only integrated show with air and land platforms inside the exhibition halls and naval vessels immediately alongside the ExCel Center. Exhibitors will be showcasing technologies from around the world that have been developed to counter the diversity of threats facing nations today.

2. The Office of Defense Cooperation (ODC) is the single point of contact, and will coordinate the efforts of State, Commerce, and the Department of Defense (DOD) in support of all U.S. commercial sales of defense equipment. The ODC is in a good position to discuss programmatics with the MoD and facilitate discussions for industrial cooperation between the U.S. and the United Kingdom (UK).

3. The UK is America's number one importer of defense weapons systems and services. This involves everything from "nuts and bolts" to large, full system contracts. Additionally, several major cooperative programs are on-going, with the UK, such as the Joint Strike Fighter, Common Missile, and Missile Defense.

4. I hope that your stay in London is a pleasant one and that you are able to take some time to enjoy this fascinating city. Although London is a large city, you will find that most main attractions are actually within walking distance. London is a fun city to walk, with many small shops, pubs, and historical sites around every corner. The welcome package you have just received provides you with maps and booklets to help you decide what to do and how to get there as well as the information for DSEi 2007.

5. As you are aware, all visitors must remain guarded and mindful of their personal security while on travel in any foreign country, including the UK. We have not received any specific threats or assessments that require additional security measures at this time. We will provide an update should that situation change.

ENJOY THE SHOW!

Joe C. Herron, Col, USAF

Chief, Office of Defense Cooperation
US Embassy London

1. Overview

Defence Systems and Equipment International (DSEi) Exhibition

13-16 September 2011
ExCel Center, London, UK

“DSEi provides the opportunity for companies to display their full capability at a single exhibition.

DSEi meets the needs of the international defence industry by providing a networking opportunity to share ideas, discuss industry developments, do business and network for future growth.

DSEi's truly comprehensive scale makes attendance a must for everyone in the defence and military aerospace community. Visitors come from UK and all over the world to experience first-hand the latest land, air and sea capabilities of more than 1,200 companies from 36 countries over four packed business days.” www.dsei.co.uk

2. Schedule of Events (Details TBA)

Tuesday 13th September

- 0930 – 1700 – Conference opening times
- TBA – Opening Ceremony

Wednesday 14th September

- 0930 – 1700 - Conference opening times
- TBA – Ambassador's Reception (By invitation only)

Thursday 15th September

- 0930 – 1700 - Conference opening times

Friday 16th September

- 0930 – 1600 - Conference opening times

3. Hosting Policy

ODC UK is the lead agency within the US Embassy London, for DSEi senior DOD visit coordination. Military aides and senior staff should contact the ODC for further visit coordination at odclondon@state.gov.

US Exhibitors and contractors should contact the Association of the US Army (AUSA) at lhooper@ausa.org for DSEi coordination assistance.

4. Travel Documents

There are three options IAW the Foreign Clearance Guide for access to the United Kingdom. They are presented below in order of ease and preference:

1. Blue (tourist) passport; requires no visa for visits of less than 90 days.
2. Official NATO travel orders, in English, with US military active duty ID card.
3. Brown (official) passport.

Regardless of which option you choose to follow, do not show multiple documents for entry (e.g., a military ID and a blue passport) to immigration or customs officials when arriving in the United Kingdom as it will only serve to delay the process.

5. DoD Military & Civilian Clearance Information

Official DOD personnel (military and civilians) visiting the DSEi exhibition should process a clearance request with the U.S. Embassy no later than 30 days before their arrival date. This page will provide an overview of the clearance request process and state where more detailed information may be obtained.

THE PROCESS

1. Coordinate details of visit (date, times, locations, POCs) with host.
2. Complete the Country Clearance Request (CCR) in accordance with the [Foreign Clearance Guide \(FCG\)](#).
3. Send the CCR information to the Defense Attaché Office (DAO), the Office of Defense Cooperation (ODC) London U.K. no later than 30 days before the visit. Flag Officers ensure to request Theater Clearances specified in the Electronic foreign clearance guide.

Note: Except for Blanket Agreements, once you have sent your material to DAO you may assume everything checks out unless notified. However, it is important to follow-up with your POCs to ensure there were no problems with the request.

MOST COMMON REASONS FOR REJECTED FOREIGN CLEARANCE REQUESTS (Military and DOD Civilians)

1. Failure to provide DAO with detailed location information.
2. Failure to meet time requirement for submitting clearance request (23 days is the limit, 30 is preferred).
3. Failure to include U.S. security clearance information in clearance request.
4. Failure to provide the purpose of the visit, the program, and classification of the meetings.
5. Improperly assuming a Blanket Clearance eliminates the need for a specific clearance request for follow on visits. Once approved, BCR allows you to omit subsequent traveler clearance information on a specific clearance request (however, a specific clearance is required).

Official DOD visitors should send a country clearance message to the US Embassy, London, by 12 August 2011. Use the format in DOD 4500.54-g, Foreign Clearance Guide, Europe, found at: www.fcg.pentagon.mil/fcg/fcg.htm for additional information, see the ODC, London Country Clearance web page.

6. Hotel Reservation Information

For hotel reservations, please book your hotel reservations directly through the Defense Travel System.

Travelers are advised that they may be liable for paying first night's lodging, if they fail to cancel accommodations at least forty-eight hours in advance.

Please include the following information to book hotel accommodations:

1. Use the following subject line: "HOTEL REQUEST – DSEi Exhibition / (last name of senior member in group attending)"
2. Full Name:
3. Rank/Grade:
4. Duty Station & Contact number:
5. Arriving (dd/mmm):
6. Departing: (dd/mmm):
7. Any special requests (hotel, non-smoking room, bed size, etc.):
8. Non-DoD personnel traveling in company (name/s):
9. Government Credit Number:

7. Reception

Official and industry receptions are by invitation only. You will be informed by the host if you are invited to these events. Transportation to/from these private events is not provided through ODC. Guests are reminded that uniforms are not to be worn on public transportation. Taxis are the recommended means of transportation for these events.

8. Force Protection

The US Embassy, London Regional Security Office monitors threat conditions and adjusts threat conditions as appropriate. ODC will contact you with any updates.

9. Uniform Policy

Business attire is authorized for all DOD visitors at the show and evening receptions. ODC personnel will wear business attire. Uniforms are authorized for DSEi; however they SHALL NOT be worn on ANY form of public transportation. No covers are required. Those traveling by POV are to use their best judgment when traveling in uniform. A changing facility will be available at DSEi.

10. Embassy Access

To visit the US Embassy, personnel must request access via the ODC. TDY personnel must have their official orders identifying London as their TDY location and their official passport or military ID.

11. Transportation Information

All Official DoD participants and visitors are expected to use public transportation (train, tube, bus or taxi) to get to & from the airport & the DSEi Trade Show. It is inexpensive, efficient, and readily available. Alternate arrangements can be made with the ODC.

Airport Transportation



Greater London Airports

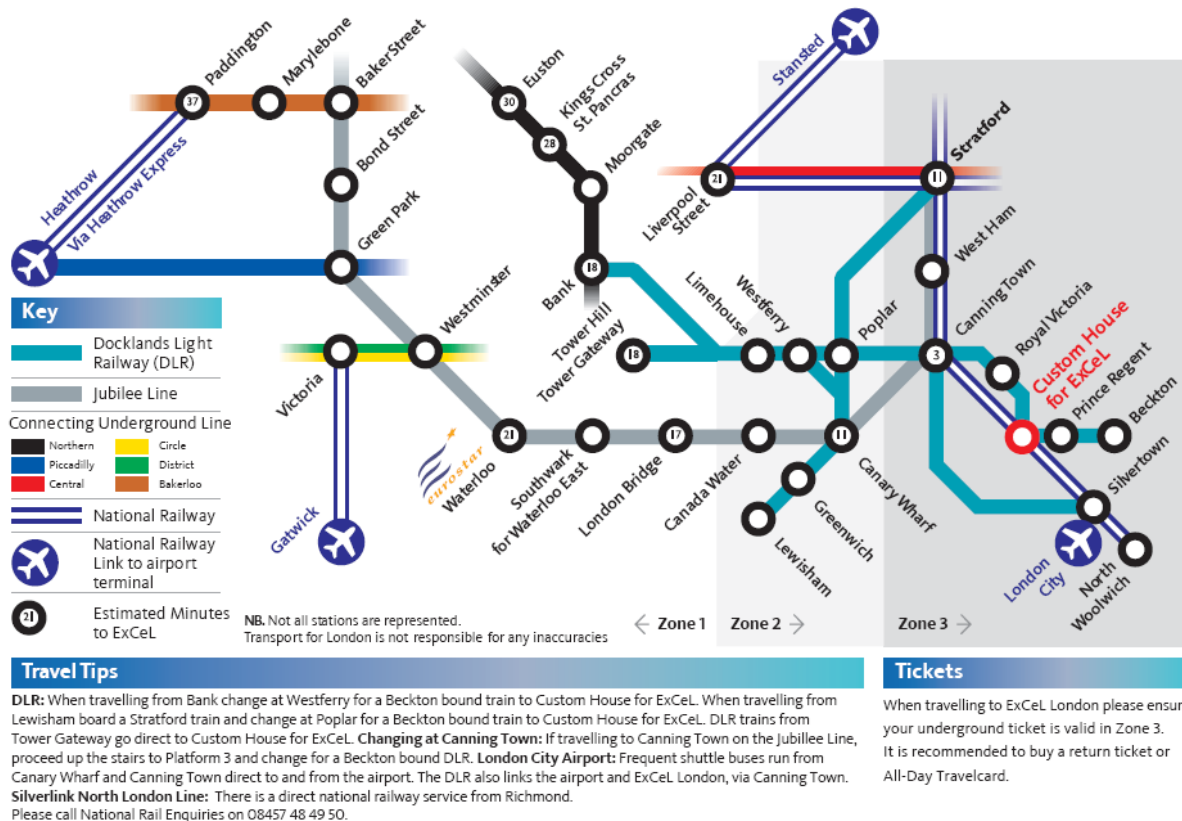
Gatwick: Best choice: take either the Gatwick Express Train, or the regular train, to Victoria Station. From Victoria Station you can either take a Tube (underground Metro) train, a bus, or a cab to your hotel. The Gatwick Express Train costs ~ 15 Pounds Sterling, takes approximately 30 minutes, and runs every 15 minutes. The regular train (some local stops), costs ~9 Pounds Sterling, takes approximately 35 minutes, and runs every 20 minutes. Alternately, a taxi cab or private car from Gatwick to central London will take approximately 60 minutes and costs ~70+ Pounds Sterling. General enquiries +44 (0)870 000 2468, www.baa.com/gatwick

Heathrow: Best choice: take either the Heathrow Express Train or the Tube (Piccadilly Line) to Paddington Station. From Paddington Station you can either take a Tube (underground Metro) train, a bus, or a cab to your hotel. The Heathrow Express Train costs ~15 Pounds Sterling, takes approximately 15 minutes, and runs every 15 minutes. The Tube costs ~ 4 Pounds Sterling and takes approximately 60 minutes. Alternately, a taxi cab or private car from Heathrow to central London will take approximately 40 minutes and costs ~45+ Pounds Sterling. General enquiries +44 (0)870 0000 123, www.baa.com/heathrow

London City Airport (LCY): Located just 20 minutes away, by car or taxi. Offering over 200 flights a day and providing access to over 23 European destinations. A new £140 million DLR extension now links London City Airport and ExCeL London, via Canning Town. There are frequent shuttle buses from Canary Wharf and Canning Town direct to and from the airport. For further information or to book a flight please visit www.londoncityairport.com

Stansted Airport: Take the Stansted Express to Liverpool Street and change onto the Central Line (eastbound). The Stansted Express Train costs ~15 Pounds Sterling, takes approximately 45 minutes, and runs every 15 minutes. At Stratford change onto the Jubilee Line (westbound) to Canning Town. From here, change for the Docklands Light Railway (DLR) to Custom House for ExCeL. General enquiries +44 (0)870 0000 303, www.baa.com/stansted

The ExCel Exhibition Center is located approximately 6 miles from downtown London. The Docklands Light Rail (DLR) serves the ExCel Exhibition Center, and the train station is Custom House for ExCel. The DLR connects to various Tube lines. Tube & other maps can be found at: www.transportforlondon.gov.uk



12. Cultural Events

London is one of the world's oldest cities, and as you might expect, it offers something for everyone. London abounds with live theater, museums, opera, music concerts, art, shopping, parks, palaces, and much more. To find something to interest you apart from the air show, visit the website, <http://www.whatsoninlondon.co.uk/>

Be aware that London is expensive. For up to date exchange rate information, visit <http://www.oanda.com/>

Other Links for London (cultural, transportation schedules, etc.) can be found at the ODC homepage, follow the London Visitor's Guide Hotkey.

Points of Contact

Office	Telephone
Office of Defense Cooperation	+44 (0) 207-894-0737
US Embassy/Dept of Commerce/FAA: [Operator]	+44 (0) 20-7499-9000
Defense Attaché Office	+44 (0) 20-7894-0792

Note: The+ sign in the telephone numbers represents the international direct dialing prefix in the country of call origination (e.g. 011, in the U.S.) The country code for the UK is 44. The number in parentheses is not dialed from outside the country. It must only be dialed when making domestic calls within the UK.